

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
306933-1	08/19/12	August 2012	07/30/12 - 08/14/12

Station	Account Executive	Sales Office	Sales Region
WPTV	WPTV House	WPTV Local	Local

Advertiser	Product	Estimate Number
Nikolits / Non / PB Property	Nikolits for Property Appra	

Billing Address:

Cardinal Strategies, LLC
Attention: Accounts Payable
3901 South Flagler Drive
Ste 903
West Palm Beach, FL 33405

Flight Dates	Order #	Alt Order #
08/08/12 - 08/14/12	306933	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/08/12	08/10/12	Today on 5	5-6a	--WTF--	:30	3	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 --WTF-- 3 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV W 08/08/12 5:28 AM Today on 5 5-6a :30 ReelectnikolitsH \$250.00 NM 1 WPTV Th 08/09/12 5:22 AM Today on 5 5-6a :30 ReelectnikolitsH \$250.00 NM 3 WPTV F 08/10/12 5:11 AM Today on 5 5-6a :30 ReelectnikolitsH \$250.00 NM									
2	08/13/12	08/14/12	Today on 5	5-6a	MT-----	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 MT----- 2 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV M 08/13/12 5:39 AM Today on 5 5-6a :30 ReelectnikolitsH \$250.00 NM 1 WPTV Tu 08/14/12 5:23 AM Today on 5 5-6a :30 ReelectnikolitsH \$250.00 NM									
3	08/08/12	08/10/12	Today on 5	6-7a	--WTF--	:30	3	\$475.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 --WTF-- 3 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 08/08/12 6:41 AM Today on 5 6-7a :30 ReelectnikolitsH \$475.00 NM 2 WPTV Th 08/09/12 6:43 AM Today on 5 6-7a :30 ReelectnikolitsH \$475.00 NM 3 WPTV F 08/10/12 6:37 AM Today on 5 6-7a :30 ReelectnikolitsH \$475.00 NM									
4	08/13/12	08/13/12	Today on 5	6-7a	M-----	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 M----- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 08/13/12 6:09 AM Today on 5 6-7a :30 ReelectnikolitsH \$850.00 NM									

INVOICE



Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Invoice #	Invoice Date	Invoice Month	Invoice Period
306933-1	08/19/12	August 2012	07/30/12 - 08/14/12
Advertiser	Product	Estimate Number	
Nikolits / Non / PB Property	Nikolits for Property Appra		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	08/13/12	08/13/12	Today Show	7-9a	M-----	:30	1	\$900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	M-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	M	08/13/12	8:26 AM	Today Show	7-9a	:30	ReelectnikolitsH	\$900.00 NM
6	08/08/12	08/10/12	Live on 5	5-530p	--WTF--	:30	1	\$585.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	1	\$585.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	Th	08/09/12	5:13 PM	Live on 5	5-530p	:30	ReelectnikolitsH	\$585.00 NM
7	08/13/12	08/13/12	Live on 5	5-530p	M-----	:30	1	\$650.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	M-----	1	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	M	08/13/12	5:12 PM	Live on 5	5-530p	:30	ReelectnikolitsH	\$650.00 NM
8	08/08/12	08/10/12	M-F 530-6p	530-6p	--WTF--	:30	2	\$425.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	2	\$425.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPTV	W	08/08/12	5:38 PM	M-F 530-6p	530-6p	:30	ReelectnikolitsH	\$425.00 NM
1	WPTV	Th	08/09/12		M-F 530-6p	530-6p	:00		\$425.00 NM
See MG 12.2, 12.3, 12.4, 12.5, 12.6, 12.7									
9	08/13/12	08/13/12	M-F 530-6p	530-6p	M-----	:30	1	\$650.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	M-----	1	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	M	08/13/12	5:37 PM	M-F 530-6p	530-6p	:30	ReelectnikolitsH	\$650.00 NM
10	08/08/12	08/10/12	M-F 6-630p	6-630p	--WTF--	:30	2	\$500.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	2	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	W	08/08/12	6:11 PM	M-F 6-630p	6-630p	:30	ReelectnikolitsH	\$500.00 NM
2	WPTV	Th	08/09/12	6:24 PM	M-F 6-630p	6-630p	:30	ReelectnikolitsH	\$500.00 NM
11	08/13/12	08/13/12	M-F 6-630p	6-630p	M-----	:30	1	\$900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	M-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPTV	M	08/13/12	6:25 PM	M-F 6-630p	6-630p	:30	ReelectnikolitsH	\$900.00 NM



Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
306933-1	08/19/12	August 2012	07/30/12 - 08/14/12
Advertiser	Product	Estimate Number	
Nikolits / Non / PB Property	Nikolits for Property Appra		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	08/08/12	08/10/12	M-Su Late News/Olympic:12x-1235x		--WTF--	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 --WTF-- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 08/10/12 M-Su Late News/Olympics 12x-1235x :00 \$600.00 NM See MG 12.2,12.3,12.4,12.5,12.6,12.7									
2 WPTV Sa 08/11/12 6:17 AM Sa 6-7a 6-7a :30 Reelectnikolitsh \$250.00 NM MG for 13.1,8.1,12.1									
3 WPTV Sa 08/11/12 9:55 AM To The Point 9-10am :30 Reelectnikolitsh \$250.00 NM MG for 13.1,8.1,12.1									
7 WPTV Su 08/12/12 5:13 AM SU 5-6am News 5-6a :30 Reelectnikolitsh \$25.00 NM MG for 13.1,8.1,12.1									
4 WPTV Su 08/12/12 7:11 AM Early Morning Olympics SU 6-10a :30 Reelectnikolitsh \$450.00 NM MG for 13.1,8.1,12.1									
6 WPTV M 08/13/12 3:45 PM RTM 3-4p :30 Reelectnikolitsh \$200.00 NM MG for 13.1,8.1,12.1									
5 WPTV M 08/13/12 4:21 PM M-F 4p-5p 4-5p :30 Reelectnikolitsh \$450.00 NM MG for 13.1,8.1,12.1									
13	08/12/12	08/12/12	M-Su Late News/Olympic:11p-1135p		-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----S 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 08/12/12 M-Su Late News/Olympics 11p-1135p :00 \$600.00 NM See MG 12.2,12.3,12.4,12.5,12.6,12.7									

Total Spots 23 Gross Total \$10,260.00

Payment Terms 30 Days

Agency Commission \$1,539.00
Net Amount Due \$8,721.00